China Fact Sheet

China Overview

The outlook for China's outbound travel to the United States remains positive, supported by continued collaboration between Chinese and U.S. tourism organizations to improve connectivity, streamline travel planning, and rebuild traveler confidence. Hawai'i Tourism China (HTC) continues to strengthen Hawai'i's brand presence in the China market through integrated digital and social media marketing, while promoting responsible and regenerative tourism experiences aligned with Hawai'i's long-term tourism vision.

Year-to-Date June 2026 Quick Facts[1/]

Visitor Expenditures:	$59.8 million
Primary Purpose of Stay:	Pleasure (19,764) vs. MCI (876)
Average Length of Stay:	8.20 days
First Time Visitors:	73.9%
Repeat Visitors:	26.1%

CHINA (by Air)	2020	2021	2022	2023	2024	2025P	2026 Annual Forecast	YTD June 2026P	YTD June 2025P	% Change
Visitor Expenditures* ($ Millions)	N/A	22.4	39.6	101.5	147.2	133.0	N/A	59.8	72.2	-17.1%
Visitor Days	151,110	70,468	116,043	287,464	416,557	386,272	N/A	173,146	214,487	-19.3%
Arrivals	15,878	6,686	13,771	33,966	51,579	47,309	N/A	21,118	26,831	-21.3%
Average Daily Census	413	193	318	788	1,138	1,058	N/A	957	1,185	-19.3%
Per Person Per Day Spending* ($)	N/A	317.8	341.3	353.0	353.5	344.2	N/A	345.6	336.7	2.6%
Per Person Per Trip Spending* ($)	N/A	3,349.0	2,876.2	2,987.2	2,854.8	2,810.7	N/A	2,833.7	2,691.8	5.3%
Length of Stay (days)	9.52	10.54	8.43	8.46	8.08	8.16	N/A	8.20	7.99	2.6%

N/A= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions
*Dept. of Business, Economic Development & Tourism (DBEDT) 2026 forecasts were not available.

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[1/] 2026P and 2025P visitor data are preliminary. 2020 – 2024 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, APIS I-94 data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Market Summary

- In the first half of 2026, 21,118 visitors arrived from China by air service, total visitor spending was $59.8 million and daily spending was $346 per person. In the first half of 2025, 26,831 visitors arrived from China by air, total visitor spending was $72.2 million and daily spending was $337 per person.
- In 2025, 47,309 visitors arrived from China by air service, total visitor spending was $133.0 million and daily spending was $344 per person.
- There have been no direct flights from China to Hawai‘i since service ended in early February 2020.

Market Conditions (Updated Quarterly)

- China entered June 2026 with a mixed economic backdrop: export-oriented and high-tech manufacturing remained resilient, while consumer demand stayed weak. The official manufacturing PMI rose to 50.3 in June from 50.0 in May 2026, returning to expansion on the back of strong high-tech exports and AI-related demand. In contrast, May 2026 retail sales declined 0.6 percent year over year, highlighting continued softness in household spending.
- Currency conditions improved, with the yuan appreciating more than 3 percent against the U.S. dollar year to date by early June 2026. However, foreign-exchange deposits rose to US$1.15 trillion in April 2026, approximately 20 percent higher than a year earlier, indicating that households and businesses continued to accumulate foreign-currency savings as a hedge against uncertainty. This suggests that consumer and corporate sentiment remained cautious despite the stronger currency environment.
- China’s consumer price inflation remained modest in June 2026, with the CPI rising 1.0 percent year over year, bringing average inflation for the first half of 2026 to 1.0 percent. Growth was driven by non-food prices (+1.5%), while food prices declined 1.6 percent, highlighting uneven consumer demand.
- Summer travel demand gained momentum, particularly for short getaways, cooler-weather destinations, and family travel. Trip.com Group reported that bookings for trips of four days or less rose more than 40 percent year over year across East Asia and Europe, while hotel bookings by families with children aged 12 and under more than doubled in China, South Korea, and Japan.
- Australia strengthened its competitive position through the depth of its tourism offering. Strong visitor arrivals and spending were complemented by continued promotion of nature-based experiences, wildlife encounters, and self-drive journeys, which resonate with growing Chinese demand for experiential and family-oriented travel. Additional Shanghai–Adelaide flight services further expanded access beyond traditional gateway cities, enhancing destination diversity and regional dispersal opportunities.
- Premium island destinations maintained a focus on targeted market engagement and distinct positioning rather than volume growth. The Maldives strengthened its presence through participation in ITB China, while Fiji continued to report steady growth in Chinese arrivals. Both destinations remain focused on attracting high-value travelers by emphasizing exclusivity, relaxation, and premium leisure experiences, including honeymoon and luxury travel segments.

Distribution by Island

CHINA (by Air)	2020	2021	2022	2023	2024	2025P	YTD June 2026P	YTD June 2025P	% Change
O'ahu	15,167	5,526	11,711	31,728	48,861	44,950	20,914	25,601	-18.3%
Maui County	4,000	1,400	3,023	5,358	7,078	7,075	N/A	4,110	N/A
Maui	3,925	1,349	2,889	5,232	6,739	6,856	2,756	3,988	-30.9%
Moloka'i	107	20	86	78	196	581	N/A	34	N/A
Lāna'i	79	62	157	75	440	834	N/A	234	N/A
Kaua'i	1,004	438	911	2,664	2,798	2,672	877	1,302	-32.6%
Hawai'i Island	6,412	1,980	4,148	10,071	19,056	21,548	10,689	11,125	-3.9%

P=Preliminary data.
N/A= Due to limited data, Molokaʻi and Lānaʻi statistics are not available.

Group vs. True Independent; Leisure vs. Business

CHINA (by Air)	2020	2021	2022	2023	2024	2025P	YTD June 2026P	YTD June 2025P	% Change
Group vs True Independent (Net)									
Group Tour	NA	222	773	2,058	2,623	4,354	1,501	2,789	-46.2%
True Independent (Net)	NA	5,289	10,078	21,297	33,166	29,845	13,504	17,200	-21.5%
Leisure vs Business									
Pleasure (Net)	14,405	6,276	12,745	29,386	45,022	42,651	19,764	23,785	-16.9%
MCI (Net)	684	69	488	2,909	3,288	2,725	876	1,826	-52.0%
Convention/Conf.	392	23	317	1,921	2,411	1,984	267	1,300	-79.5%
Corp. Meetings	131	14	41	598	372	287	0	145	-100.0%
Incentive	162	40	154	400	559	500	609	427	42.9%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.
P=Preliminary data.

First Timers vs. Repeat Visitors

CHINA (by Air)	2020	2021	2022	2023	2024	2025P	YTD June 2026P	YTD June 2025P	% Change
First Time Visitors (%)	NA	65.7	63.7	63.9	72.3	71.4	73.9	70.9	3.0
Repeat Visitors (%)	NA	34.3	36.3	36.1	27.7	28.6	26.1	29.1	-3.0

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.
P=Preliminary data.

Tax Revenue

CHINA (by Air)	2020	2021	2022	2023	2024	2025P	YTD June 2026P	YTD June 2025P	% Change
State tax revenue generated* ($ Millions)	NA	2.61	4.59	11.77	*20.59*	*18.60*	*8.37*	*10.10*	*-17.1%*

[3/]State government tax revenue generated (direct, indirect, and induced) for 2024, 2025P; year-to-date 2025P and year-to-date 2026P were calculated using the new Hawaiʻi Tourism Input-Output model (October 2025) and are not directly comparable to previous years' calculations.